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### Method and system for selective incentive point-of-sale marketing in ...

US Pat. 5649114 - Filed Jun 1, 1995 - Credit Verification Corporation

The marketing program of incentives may ... If a customer tends to buy reward.

For example, every repeat customer might receive a spaghetti sauce at a ...

### [APPLICATION] Method, system and computer program product for dynamic marketing strategy ...

US Pat. App 10/674,312 - Filed Sep 30, 2003

For example, the merchant may choose to offer discount coupons over the Internet

... and represents the total expected reward for the policy for that state. ...

### [APPLICATION] System and method for marketing mix optimization for brand equity management

US Pat. App 11/335,684 - Filed Jan 20, 2006

In financial terms,  $y$  is a discount factor for calculating the net present ...

26, 2007 is the expected cumulative reward of performing the optimum action ...

### [APPLICATION] System and method for a customer loyalty reward system utilizing a shopping ...

US Pat. App 11/452,337 - Filed Jun 14, 2006

Providing a progressive discount schedule for buyers based on future purchases

... A seller can offer a buyer a progressive discount schedule where each ...

### [APPLICATION] System and method for sequential decision making for customer relationship ...

US Pat. App 10/198,102 - Filed Jul 19, 2002 - International Business Machines Corporation

In financial terms,  $Y$  is a discount factor for calculating the net present ...

$a_j$  is the expected immediate reward obtained by performing action  $a$  in state ...

### [APPLICATION] Method and system for providing benefits to retail consumers

US Pat. App 10/659,228 - Filed Sep 10, 2003 - Sears Brands LLC

Id. [0004] Clubs and on-going rewards or loyalty programs offer a combination of

hard benefits, ie, the accumulation of points, discount certificates, ...

### [APPLICATION] System and method for increasing the effectiveness of customer contact ...

US Pat. App 10/401,935 - Filed Mar 27, 2003

[0036] Promotion Stream Reward—the expected marketing income that results from

implementing the promotion stream. Promotion stream reward is used to measure ...

### [APPLICATION] U.S. Patent 9905323

US Pat. App 9/905,323 - Filed Jul 13, 2001

No. to O'Brien et al. provide either a reward or a discount coupon based on the

prior ... a coupon based on an expected value of the coupon to a retailer. ...

### Method for playing a video gaming machine

US Pat. 6569013 - Filed Jul 12, 2001

The payback for each hand can be multiplied by its expected frequency of ...

At other times such a pay table is used for marketing so that operators 65 can ...

[APPLICATION] Method and system for marketing of product and a reward function

US Pat. App 10/607,833 - Filed Jun 27, 2003 - Nokia Corporation

Since the Bluetooth technique is applicable to very different devices, all devices are not expected to have the same abilities. Therefore, the devices have ...

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